



Quarterly report on progress

Q1 2019 January | February | March





Much to celebrate from the Winnipeg Whiteout Street Parties



While the 2019 Stanley Cup Playoffs may have ended earlier than Winnipeggers would like, our city can still celebrate the lasting legacy we have created together thanks to the Winnipeg Whiteout Street Parties.

Since the first Street Party in April 2018, these events have become a unique way to showcase our city on a North

America-wide stage, and there was no question that we wanted to bring this celebration back for another year. Building on the success of last year's Street Parties, we worked alongside True North Sports + Entertainment, the City of Winnipeg, the Winnipeg Police Service, and the Downtown BIZ to bring the biggest party in hockey back to our city.

This year, 29,300 total fans gathered during three separate events to cheer on their hockey team, and their city. During the Street Parties, we once again saw the best our city has to offer, thanks to a sea of passionate fans filling the streets of our downtown.

We wanted to build on last year's celebrations by leaving a lasting legacy for our community. This year, we partnered with United Way Winnipeg to identify agencies working in three key areas of addiction, homelessness, and mental health. One hundred per cent of funds raised from tickets sales were collected and will be distributed through United Way Winnipeg.

The final amount raised for these agencies reached a total of \$162,555. We should all be proud of this accomplishment,

the impact it will have, and the lives it will affect. This is what Winnipeg does best – celebrate, give back, and make a difference in our community.

Another lasting legacy is the exposure the Whiteout Street Parties have provided to our city. Media has begun to look to understand Winnipeg, its people, and its passion. Journalists needed only to head downtown on game days, where they could find a celebratory atmosphere that couldn't be matched by any other city. People watching hockey on television saw thousands of passionate fans standing shoulder to shoulder in our vibrant downtown before and after commercial breaks.

The attention garnered from the Street Parties has and will continue to make it easier to attract business and talent to our city, and more visitors will be curious to come and see the hype surrounding Winnipeg. All that equates to an economic impact that will bolster our city for years to come.

Winnipeg is unique. When we celebrate, we also give back in a meaningful way. The legacy we have left with this year's Whiteout Street Parties is something for which we should all be cheering for. And there's always next year...

Dayna Spiring
President & CEO
Economic Development Winnipeg Inc.



About Economic Development Winnipeg Economic Development Winnipeg Inc. (EDW) is the champion for economic development in Winnipeg. With key framework mandates which include Tourism Winnipeg and YES! Winnipeg, EDW provides market data, assistance and support to grow Winnipeg’s economy by helping to make business success in Winnipeg easier and more attractive, and encouraging more people to come and see what Winnipeg has to offer.

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YES! Winnipeg

Cumulative and current successes

Successes, Q1 2019

Jobs (at maturity)	81
Capital investment (at maturity)	\$.55 million
Value of payroll	undisclosed

Successes, Campaign 2020 (2016-current)

Jobs (at maturity)	2,946
Capital investment (at maturity)	Over \$144.5 million
Value of payroll	Over \$76.1 million
Number of successes	21

Recent YES! Winnipeg successes (at maturity)

Laporte Engineering	6 full-time jobs created
Forge	75 full-time jobs created, \$.55M investment

Business development

New for 2019, YES! Winnipeg has implemented new KPIs to track the initiative’s success over time on multiple factors. As these KPIs are all new, year-over-year comparisons will begin in Q1 2020.

Key performance indicator Q1 2019

Business retention and expansion meetings executed (local)	12
Investment opportunities developed/pursued (national)	12
Services delivered	215
Qualified partner referrals	56
Qualified investor referrals	28
Economic outcomes facilitated (EOF)	2
Client satisfaction* (%)	-

**With client satisfaction surveys being newly implemented, not enough information has been collected to provide an accurate KPI in Q1 2019.*



Tourism Winnipeg

Tourism Winnipeg has taken a more targeted approach to attracting meetings and conventions by aligning the meetings and conventions with Winnipeg's economic sectors, and being more proactive in the sales process as competition for meetings and conventions continues to grow.

Tourism Winnipeg attended the Francophone and Métis Tourism Strategy Session and will participate on the Francophone and Métis Tourism Executive Committee to assist with strategy development.

Tourism Winnipeg attended the University of Manitoba's International Student Day, and the Manitoba Institute of Trade and Technology's Community Services Fair to encourage students to explore the city and invite friends and family to Winnipeg. Tourism Winnipeg also provided frontline training on the city's tourism assets for Red River College's tourism co-op program.

Bid opportunities Tourism Winnipeg developed:

32 bids for future conventions, sports and events which represents approximately

17,850 delegates/participants

31,458 room nights

\$17.7 million in direct spending

Notable wins this past quarter:

2019 Canadian Native Fastball Championships, Canadian Native Fastball Association

1,440 participants	1,500 room nights	\$1700,000 estimated economic impact
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2020 National Metropolis Conference on Immigration, Association for Canadian Studies

600 delegates	745 room nights	\$672,000 estimated economic impact
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2022 National Conference, Carl Orff Canada - Music for Children

400 delegates	300 room nights	\$456,000 estimated economic impact
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2020 Annual Conference, Canadian Dam Association

400 delegates	765 room nights	\$448,000 estimated economic impact
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Market Intelligence

Market Intelligence research tools

Market Intelligence continues to enhance its research capabilities through the acquisition of research tools and platforms. Most recently, EDW acquired the research platform TalentNeuron. This will provide a comprehensive source of global talent demand and supply data, predictive analytics and insights into real-time job market. TalentNeuron will support EDW's build out of its talent attraction program throughout 2019.

New director Market Intelligence and Research

In February, EDW welcomed Sandra Walker as its new Director, Market Intelligence and Research. Sandra comes to EDW after a long tenure with MTS as their Director of Business Intelligence and Guidance and, most recently, as Senior Leader Customer Insights and Analytics with Princess Auto. One of Sandra's roles will be to formulate a data management strategy for EDW.

Market Intelligence partnership collaboration

EDW, through its Market Intelligence team, continues to work with its partners to become better informed of Winnipeg's strategic industry sectors and national and regional initiatives that may impact opportunities for sector growth. EDW participated in an industry round table hosted by the Aerospace Industries Association of Canada regarding their Vision 2025 Canadian Aerospace Strategy. This is a national strategy to support development of a national policy around growth Canada's aerospace industry.



EDW was a strategic partner to Western Economic Diversification Canada's (WD) Advanced Manufacturing Industry Forum. The forum facilitated a dialogue with private sector manufacturing firms on the issues influencing their market competitiveness, and support policy and program development for WD targeting advanced manufacturing

Marketing & Communications

Significant marketing campaigns

- Completed the Leisure Winter Campaign, which showcased things to see and do in winter. The campaign received almost 44,000 visits, ads reached, over 1.5 million people, and over 250,000 videos were viewed.
- Launched a brand-new microsite utilizing the data visualization platform Local Intel. The microsite includes multiple charts, maps and data points on Winnipeg, which has also been integrated throughout the EDW website. This data is constantly updated with the latest information, and is available for use in presentations and reports.
- Produced a talent attraction toolkit for use with external partners, recruiters and educators to help sell Winnipeg as a destination to live, work, and play.
- Completed and launched the brand-new Tourism Winnipeg leisure video, featuring local artist Zephyra Vun who experiences all of Winnipeg's four seasons. The video was released on social media and unveiled at the Winnipeg Chamber of Commerce's State of the City luncheon.

Other marketing highlights

- Submitted a 'Letter to the Editor', which appeared in the Minneapolis Tribune in response to another letter highlighting the resilience of Winnipeggers in winter. The letter garnered lots of attention on social media and online.
- Hosted three Instagram photo tours in partnership with the Canadian Museum for Human Rights, Exchange District BIZ and Festival du Voyageur. These tours included 33 Instagram

influencers who posted 1,000+ photos, receiving thousands of engagements and impressions.

- Completed a landmarks audit as part of the Google Destinations strategy, which included populating images, reviews and videos on major points of the city which will influence the content on Google's destination page.
- Produced a new daily email newsletter which features relevant and topical media articles from that day to subscribers.

Winnipeg in the News

Corporate media

20 corporate media articles were generated this quarter, with an earned media value of \$237,430.

Significant articles included:

"Winnipeg's skyline looking up, way up", *The Western Investor*.

[read more](#)

"Manitoba, manufactured", *Prairie Manufacturer*.

[read more](#)

Travel media

A total of five travel writers were hosted this quarter, and 18 travel media articles were generated during the same time period for an earned media value of \$116,870.

Significant articles included:

"48 Hours in Winnipeg", *DRIFT Magazine*

[read more](#)

"I Survived Canada's Most Intense Beer Festival", *October Magazine*

[read more](#)

"Midwest Traveler: Winnipeg museum highlights human rights", *Star Tribune*

[read more](#)

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